

## CLAIMS

What is claimed is:

1. A method for assessing institutional needs comprising the steps of:
  - a) defining at least a primary and a secondary characteristic used for segmenting the community;
  - b) segmenting the community by said primary characteristic into a target market;
  - c) for each target market unit:
    - 1) assessing the needs of the population therein;
    - 2) comparing needs to current services to identify each need not met by current services as an opportunity;
    - 3) correlating each opportunity to an available service.
2. The method according to claim 1, wherein following step b), the target market is further segmented by a secondary characteristic, wherein step c) is carried out within each of said further segmented target markets.
3. A method for assessing institutional food-service needs comprising the steps of:
  - a) defining a plurality of target market units;
  - b) defining a plurality of day-parts;
  - c) for each target market unit at each day-part:
    - 1) assessing the needs of the population therein;
    - 2) comparing needs to current services to identify each need not met by current services as an opportunity;
    - 3) correlating each opportunity to an available service.

4. The method of claim 3 wherein each of said plurality of day-parts is based on traditional meal times.
5. The method of claim 4 wherein each of said plurality of day-parts is modified in accordance with information regarding eating times of the subject population.
6. The method of claim 3 wherein each target market unit is defined by grouping geographically proximate areas with similar populations and uses into a single unit.
7. The method of claim 3 wherein at least one target market unit is further divided into at least one sub-unit based upon a distinct use or population within a target market unit.
8. The method of claim 3 further comprising, after the correlation step, the step of producing a report indicating the correlated available services as recommended services.
9. A method for assessing institutional food service needs on a campus comprising the steps of :
  - a) gathering information concerning at least one of :
    - 1) campus geography;
    - 2) campus architecture;
    - 3) population;
    - 4) food service needs and desires;
    - 5) existing services;
  - b) defining a plurality of target market units, and optionally sub-units, based upon information gathered;
  - c) defining a plurality of day-parts based on traditional meal-times, optionally modified by information gathered; and
  - d) for each target market unit at each day-part:
    - 1) assessing the needs of the population therein,

- 2) identifying each need not met by current services as an opportunity,
- 3) correlating each opportunity to an available service, and
- 4) reporting each correlated available service as a recommended service.

10. The method of claim 9, wherein said information on campus geography includes one or more of: location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and obstacles or impediments to travel.

11. The method of claim 9, wherein said information on campus architecture includes one or more of: use, location, attendance rates, and schedule of each building.

12. The method of claim 9, wherein said information on population includes one or more of: location, time, purpose, and schedules of individuals.

13. The method of claim 10, wherein said information on food service needs and desires includes one or more of: dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences.

14. The method of claim 9, wherein said information on existing services include one or more of: location of services, on-campus services, off-campus services, satisfaction, and type of services.